

Loutit District Library

Job Description

Job Title: Marketing and Programming Coordinator

Reports to: Community Engagement Librarian

Job Summary:

The position of Marketing and Programming Coordinator is a paraprofessional position. Under the supervision of the Community Engagement Librarian, this position serves as a vital member of the Marketing Committee and provides support to library marketing and programming initiatives.

Primary Responsibilities:

- Participates in the development and promotion of the library's image as an essential member of the Marketing department. Assists with achieving the strategic goals of the department.
- Supports programming efforts by preparing and managing inventory of marketing materials, submitting information to area event calendars, and overseeing room usage/technology setup and booking.
- In partnership with the Community Engagement Librarian, performs updates and maintenance to the library website.
- Designs, produces, and promotes a variety of items relating to library programs and services including: library newsletters, brochures, signs, logos, postcards, and flyers.
- Assists with management of library social media platforms (such as Facebook, Instagram, YouTube). This includes: content creation, scheduling, user interaction management, and monitoring posts to highlight library materials, programs, and services.
- Coordinates with other staff members to develop content relevant to current library events, services, and announcements.
- Partners with the Community Engagement Librarian to draft and schedule email communications to patrons.
- Creates and updates content for the library's digital displays.

- Explores the use of emerging and dynamic technologies and keeps up to date with best practices for social media.
- Identifies trends in library and non-profit marketing. Assists in the gathering and analysis of market research data and user experience.
- Maintains community and library boards for programming materials, library notices, and community postings.
- Proofs documents for accurate spelling and grammar.

Secondary Responsibilities:

- Reads library journals/publications for professional development.
- Participates in staff meetings, library committees, and trainings.
- May attend local, regional and state workshops and conferences.
- Performs other duties as assigned.

Knowledge, Skills, and Abilities:

- Familiarity with public library principles and practices. Ability to learn and apply local library policies.
- Proficient in Microsoft Office products, Google suite, design/publishing programs, Internet browsers, email, web-based information services, popular mobile applications, digital services, and devices.
- Organizational ability to set goals, meet deadlines, and work independently with a high attention to detail. Must possess an ability to prioritize and complete simultaneous projects and work under pressure to meet deadlines.
- Ability to express ideas clearly and effectively to individuals and groups through verbal, written, and visual communication. Excellent grammar and professional writing/editing skills.
- Ability to coordinate and communicate with other library staff members and work effectively as a member of a team.

- Ability to utilize image-editing tools (such as Canva or Adobe Creative Suite) to create attractive and informative graphics.
- Demonstrates knowledge in the use of WordPress, including content editing features to create and edit website content.
- Ability to think critically and creatively to incorporate new ideas and solve problems.
- Flexibility to embrace changing technologies to meet the needs of a diverse community with varying abilities.

Requirements:

- Two or more years of undergraduate experience from an accredited college or university in communications, graphic design, marketing, public relations, or another related field. Alternative to traditional educational attainment would be three or more years of experience in graphic design, marketing, communications, or related field.
- Public library or nonprofit experience is highly desired.
- Excellent knowledge of social media best practices. Experience with market research databases, customer relationship management software, and social media management tools preferred.
- Visual acuity necessary to view, enter, and access information on a computer screen and written materials with or without accommodation.
- Flexible schedule including evenings and weekends.

Working Conditions:

- Climate-controlled building. May work off campus in a variety of environments.
- Fast-paced library setting with distractions.
- Ability to work harmoniously with other library employees and patrons.
- Supports an equitable, safe, diverse, and inclusive workplace.

Reporting Relationship:

Reports to Community Engagement Librarian. In absence of that person, reports to the Person in Charge.

The above is intended to describe the primary job functions, the secondary functions, and the requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

Approvals:

_____	_____	_____
Executive Director	Date approved	Date reviewed

_____	_____	_____
District Library Board	Date approved	Date reviewed